

**Subject:** Re: Beacon Report  
**From:** Jessica Lall <jlall@ccala.org>  
**Date:** 04/21/2017 08:50 AM  
**To:** Nick Griffin <ngriffin@downtownla.com>

Thanks!

Jessica Lall  
jlall@ccala.org  
213-416-7512

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**From:** Nick Griffen <ngriffin@downtownla.com>  
**Date:** Wednesday, April 19, 2017 at 4:43 PM  
**To:** Jessica Lall <jlall@ccala.org>  
**Subject:** FW: Beacon Report

Carol asked me to send you a copy of the press release we issued with the Beacon report. I can give you some additional background on it if you want.

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**From:** Nick Griffin  
**Sent:** Wednesday, April 19, 2017 9:25 AM  
**To:** Carol Schatz <cschatz@downtownla.com>  
**Subject:** FW: Beacon Report

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**From:** Elan Shore  
**Sent:** Wednesday, April 19, 2017 9:18 AM  
**To:** Nick Griffin <[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com)>  
**Subject:** Beacon Report

Attached is the press release and the report. It was released in January 2016.

The press release says the report is just from the BID, but the actual report references CCA in the opening

*"In this report, Beacon Economics provides the Central City Association of Los Angeles (CCALA) and the Downtown Center Business Improvement District (DCBID) of Los Angeles with research that outlines economic trends and highlights different performance aspects of the Downtown Los Angeles region."*